

RESTAURANT SURVEYS

METHODS

Study population and data collection

To identify restaurants potentially serving sea turtle dishes in the Cayman Islands, we started by compiling a list of businesses serving food based on: records on licensed restaurants from the Cayman Islands' Department of Investment & Commerce; receipts from CTF issued to restaurants; national online directories (Cayman yellow pages <http://caymanyp.com>, Good Taste Cayman www.caymangoodtaste.com, Cayman Islands Restaurants <http://caymanrestaurants.com>), travel-related review services (www.tripadvisor.com and <https://foursquare.com>) and informal conversations with turtle meat consumers. Online searches were conducted in October 2014. A total of 274 businesses were identified and, while this is a comprehensive list incorporating a wide range of business types, this is not an exhaustive list of all businesses serving food in the country; informal businesses, such as those run by people cooking and selling from their private homes, are likely to be underrepresented in this list.

We obtained phone and/or address details for all the businesses and contacted them in September-October 2014 by phone or, if this was not available or working, a visit to the location was done. If still active (some businesses had closed down), restaurants were asked if they currently served turtle meat, to which 41 restaurants replied affirmatively. Among those restaurants serving turtle dishes, 34 were located in Grand Cayman and 7 in the Cayman Brac; no restaurant serving turtle was identified in Little Cayman.

Restaurant surveys were undertaken from 3rd November 2014 to 18th June 2015. The total of 41 restaurants serving turtle dishes were considered for our survey but we could not contact 2 of them (not able to locate; non-response rate due to non-contact= 5%). In addition, 9 refused to answer our survey (3 of them refused directly while the remaining 6 were visited 4 or more times but were never willing to answer our questions, even if these visits were pre-arranged, and did not contact us after receiving a letter explaining rationale for study and offering last opportunity to join survey; non-response rate due to refusal = 22%). Characteristics of the

surveyed restaurants are summarized in Table 1. Interviews at each restaurant were conducted in person and with someone that had enough knowledge about the business and particularly about sales of turtle dishes (i.e. restaurant managers, owners or chefs).

Table 1. Summary characteristics of surveyed restaurants (n=30). Another 11 restaurants, all located in Grand Cayman, were not surveyed due to non-contact (n=2) or refusal (n=9).

Categorical variables	Level	Count (%)	Missing data (%)
Island	Grand Cayman	23 (77)	0
	Cayman Brac	7 (23)	
	Little Cayman	0 (0)	
Number of employees	<4	17 (57)	0
	4 to 12	9 (30)	
	>12	4 (13)	
Type of cuisine	Mainly local	26 (87)	0
	Mainly international	4 (13)	

11. In a typical day in which turtle meat is served in your restaurant, how many turtle meat meals are served? _____

11.1. After cooking, how many servings are provided by a pound of turtle meat? _____

12. In a typical day in which turtle meat is served in your restaurant, what percentage of your clients ordering turtle are... ?

_____ tourists _____ "locals"

13. Thinking about the demand for turtle meat in your restaurant during the last 2 years, do you think it has been: ____ decreasing ____ increasing ____ remaining stable

14. Thinking about the potential demand for turtle meat in your restaurant during the next 2 years, do you think it will: ____ decrease ____ increase ____ remain stable

15. Cook's nationality: _____

C. BUYING TURTLE MEAT

This section refers to buying raw turtle meat for business purposes (not personal use).

16. During the last year, where have you bought uncooked turtle meat in the Cayman Islands? [fill in column Q16 in table below]

17. How often did you buy turtle meat from each of the sources you mentioned? [fill in columns Q17 in table below]

18. How much did you generally pay for a pound of turtle meat from each of the sources you mentioned? [fill in columns Q18 in table below]

19. Approximately, how many pounds of turtle meat did you typically buy from each of the sources you mentioned? [fill in columns Q19 in table below]

	Q16	Q17					Q18	Q19
	Yes/No	Once a year	A few times per year	Every month	Every week	Several times per week	Price per pound	Amount
Turtle Farm								
From retailer								
From friend								
From door to door seller								
From family member								
Other: _____								

D. Choice experiments

Now let's play a small game. First, imagine that turtle meat is sold in several points around the Cayman Islands. Imagine that you want to buy uncooked turtle stew meat and have to decide between three options. The three options, A, B and C, differ from each other in distance you would have to travel to buy the meat, where the meat comes from (wild or farmed), how often you would be able to buy turtle meat, the number of wild turtles nesting in the Cayman Islands and price per pound of meat. The question you must consider is which option would you prefer under the given set of circumstances. I am going to show you several cards but each time you should choose only between the three options in the card.

CARD VERSION: X= ____

20. [Show cards and ask for each card:] Which one of the options below would you prefer if the conditions were as described here?

Card name	[Tick option chosen by respondent:]		
	A	B	C
MeatX1			
MeatX2			
MeatX3			
MeatX4			
MeatX5			
MeatX6			

21. When you were thinking about the source of meat (wild or farmed), what type of factors did you think about? [probe for preferences towards wild or farmed turtle meat and reasons]

[Only for those that consistently refused to participate in any of the choice experiments] Why did you refuse to participate in this exercise?

22. Now I'm going to show you several cards with different scenarios. Please sort these cards in order of your preference (from favourite at top to least favourite at bottom).

1 (favourite): _____ 2: _____ 3: _____ 4 (least favourite): _____

23. In your opinion, how would your business be affected by the following scenarios (and how would you adapt)?

- A) Cayman Turtle Farm sells turtle meat to any individual. A **new licensing system** is put into place for restaurants to help ensure that all turtle meat served to customers comes from the Turtle Farm, not the wild.

- B) Cayman Turtle Farm sells turtle meat to any individual. A **new licensing system** is put into place for restaurants to help ensure that all turtle meat served to customers comes from the Turtle Farm, not the wild. In order to decrease the possibility that tourists eat turtle meat, licensed restaurants can serve turtle but they **do not advertise it or put it on their menus**.

- C) Cayman Turtle Farm changes its focus and makes a gradual transition away from turtle farming and selling turtle meat to become a **'turtle hospital'** instead.

Thank you very much for your time and participation. Do you have any comments or questions?
